

### ABSTRACT

Individualized intrafiber crosslinked cellulosic fibers characterized by a Whiteness Index of greater than about 69 are disclosed. The crosslinked fibers are cellulosic fibers that have been reacted with an effective amount of crosslinking agent in the presence of an effective amount of a C<sub>4</sub>-C<sub>9</sub> polyol. The crosslinked fibers have a brightness greater than about 79 % ISO.